

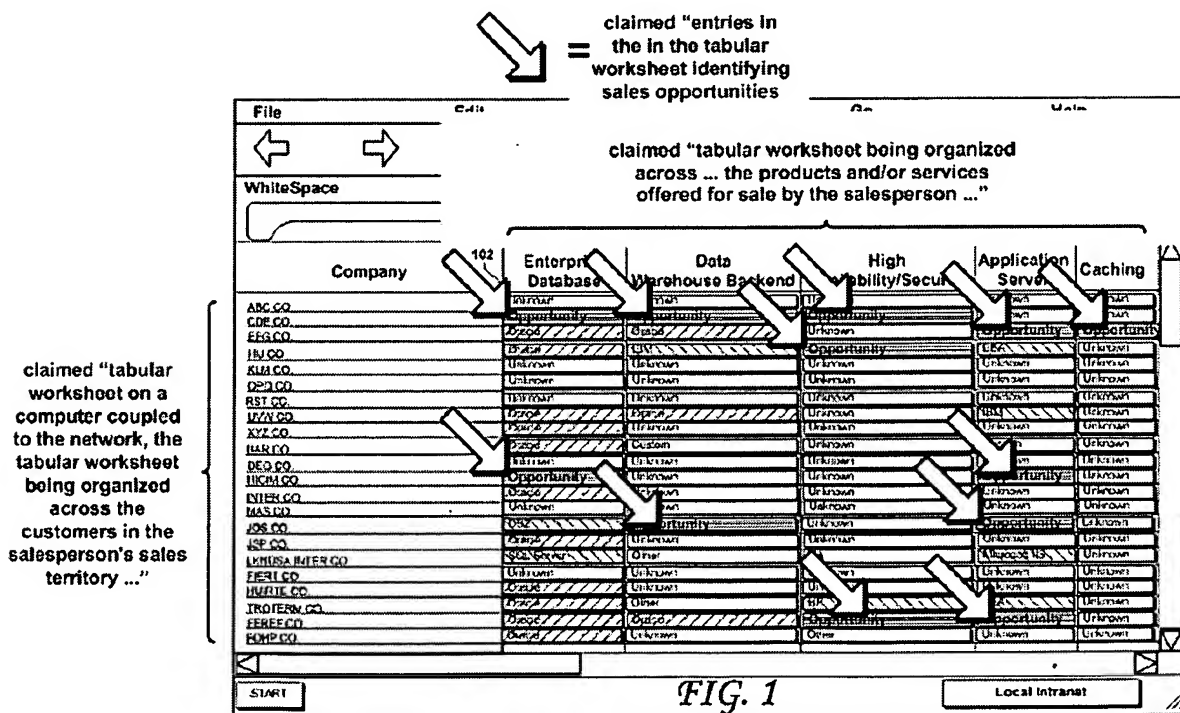
REMARKS

Claims 1-14 were rejected as being unpatentable over a combination of Cook and Johnson. Reconsideration and withdrawal of these rejections are respectfully requested.

The Examiner's attention is kindly drawn to claim 1, excerpted below:

providing the stored information in a tabular worksheet on a computer coupled to the network, the tabular worksheet being organized across the customers in the salesperson's sales territory and the products and/or services offered for sale by the salesperson, entries in the tabular worksheet identifying sales opportunities, the customers' install base of products and/or services, the origination information and unknown information that identifies where the sales representative should gather additional install base information

This claim language is shown in the annotated copy of Fig. 1 reproduced below:



The Cook/Johnson combination does not teach or suggest any such providing step and does not teach or suggest generating or providing any tabular worksheet as claimed herein and as shown above.

Cook shows a plurality of text forms for the salesperson to fill out ...

LEAD MANAGEMENT FORM (CONTINUED)

- 208~Q: What kind of NEEDS does this person have?
- 210~0. This person does not have a need.
- 212~1. This person is not aware of the problem and is proposing a solution.
- 214~2. This person has identified a potential problem, but has not identified problem scope or requirements.
- 218~3. This person has identified a potential problem, but has not identified its full scope or requirements.
- 218~4. This person recognizes a problem and has defined some of the requirements.
- 220~5. This person recognizes a problem and has defined all requirements.
(We could put checkboxes here to help list requirements. These will vary per marketing campaign/event.)
- 222~Q: What kind of TIME FRAME is this person working with?
- 224~0. The project will not be executed.
- 226~1. This person is not ready to decide and has not identified a time frame for the decision.
- 228~2. This person is not ready to decide and has identified a time frame outside of next 12 months. 232 234 236 238
- 230~3. This person is not ready to decide, but has determined a decision date. Specify decision date: -Next few weeks -Next few months -Next year -Next few years
- 240~4. This person is ready to decide and has a general time frame. Specify time frame: -Next few weeks -Next few months -Next year -Next few years
- 250~5. This person is ready to decide and has a specific time/frame dates. Specify time frame dates: 242 244 246 248
- Total BANT Score: (Determines lead priority and distribution)
- MARKETING INFORMATION 256
- 258~Q: How did they hear about us? (REQUIRED ENTRY FIELDS)
- 260~1. Published article (specify which publication):
- 262~2. Published advertisement (specify which publication):

... and for the customer to fill out:

CUSTOMER NEEDS/FEEDBACK FORM 18

MARKETING INFORMATION 60

- Q: How did they hear about us? (REQUIRED ENTRY FIELDS) 62
1. Published article (specify which publication):
2. Published advertisement (specify which publication):
3. Direct Mail Invitation
4. E-Mail Invitation
5. Internet (Specify web site):
6. Other (please specify):
- Q: How did this make them want to come to (name of marketing Campaign / Event / Meeting)/Web site 64
- If Article:
- Looked like an interesting article
- Liked what they read
- Wanted answers to their questions about what they read
- If Advertisement:

... to gather the requisite sales information. In Cook, sales leads are provided to the salespersons via “push technology”,

DISTRIBUTE LEAD MANAGEMENT DATABASE VIEWS PER PASSWORD AND USE PUSH TECHNOLOGY TO NOTIFY APPROPRIATE PERSON(S) WHEN LEAD PROFILE OR RECORD IS UPDATED.

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... such as an email:

[0045] A further aspect of the customer lead management system 10 is to provide global access and distribution of the customer lead data contained in the lead management database 44 via “push” technology such as by automatic e-mail.

The salesperson, in Cook, can also view the profiles of customer leads stored in the lead management database 44 via an intranet, as further noted in paragraph [0045]:

natively, the company representative 20 can view the profiles for the customer leads 12 stored in the lead management database 44 via the lead management Intranet site 22.

... or generate reports

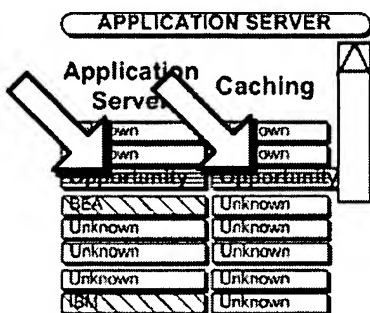
ries, business partners, etc. Reports can be generated for tracking purposes of customer lead progress, conversion of customer leads to sales, customer satisfaction levels, and marketing and product development purposes to tabulate demographic information and product and/or service features and benefit information. These reports would be distributed by the Lead Management Intranet Site 34.

... for the purpose of tabulating demographic information and product and/or service features and benefit information. The use of the word “tabulate”, in the context of report generation, would not lead on of ordinary skill in the art to devise the claimed embodiments. Instead, the person of ordinary skill in the art would be naturally led, from the teachings of Cook, to provide a system wherein an email message alerts the salesperson to a potential lead, whereupon the salesperson would log onto the lead management database 44 to generate a text report (such as shown in Figs. 2 and 3 of Cook) of the sales lead contained in the email.

The claimed embodiments would not somehow “emerge” from a collective consideration of the teachings of Cook and those of Johnson et al. (teaching providing an “ability to present the

company's product information side-by-side with a competitor's product information"), as neither teaches nor suggests "providing the stored information in a tabular worksheet on a computer coupled to the network, *the tabular worksheet being organized across the customers in the salesperson's sales territory and the products and/or services offered for sale by the salesperson*", as claimed herein.

Moreover, the applied combination of references does not teach or suggest any tabular worksheet having entries that identify *"sales opportunities, the customers' install base of products and/or services, the origination information and unknown information that identifies where the sales representative should gather additional install base information"*, as claimed herein.



The applied combination actually teaches away from such a claimed providing step, as the applied combination apparently relies on email and the generation of (text-based is the only form that is taught) reports, which is antithetical to the claimed embodiment.

Moreover, none of the applied references, whether considered alone or in combination, teach or suggest any method or application that shows sales opportunities "across the customers in the salesperson's sales territory and the products and/or services offered for sale by the salesperson", as claimed herein. Cook teaches accessing the lead management database 44 to

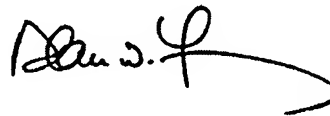
view the single lead contained in the email message that prompted him or her to consult the database 44 in the first place. Cook, whether considered alone or in combination with Johnson et al, do not teach any step of "providing the stored information in a tabular worksheet on a computer coupled to the network, the tabular worksheet being organized across the customers..." (note plural form) "... in the salesperson's sales territory and the products and/or services offered for sale by the salesperson, entries in the tabular worksheet identifying sales opportunities, the customers' install base of products and/or services, the origination information and unknown information that identifies where the sales representative should gather additional install base information", as claimed herein.

Claim 8 includes similar recitations and the arguments above are equally applicable thereto. For the sake of brevity, they are not repeated here.

In view of the foregoing, therefore, it is respectfully submitted that the claimed embodiments are not obvious over the Cook/Johnson reference. Reconsideration and withdrawal of the 35 USC §103(a) rejections are, therefore, respectfully requested.

Applicant's attorney, therefore, respectfully submits the present application is in condition for allowance and passage to issue. If any unresolved issues remain, please contact the undersigned attorney of record at the telephone number indicated below and whatever is needed will be done immediately.

Respectfully submitted,



Date: November 5, 2008

By: _____
Alan W. Young
Attorney for Applicant
Registration No. 37,970

YOUNG LAW FIRM, P.C.
4370 Alpine Road, Suite 106
Portola Valley, CA 94028
Tel.: (650) 851-7210
Fax: (650) 851-7232

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